

WHAT IS CLAIMED IS:

- 1           1.     A merchandising system for presenting and storing articles  
2 comprising:  
3                 a grid comprising a plurality of vertical members and a plurality  
4 of horizontal members arranged in a generally planar configuration and  
5 oriented so that one or more tray systems may be attached to the grid at  
6 select locations; and  
7                 members coupled to the grid and providing support to the grid  
8 to maintain the generally planar configuration of the grid when the one or  
9 more tray systems are attached to the grid.
- 1           2.     The merchandising system of Claim 1 wherein the members  
2 comprise at least one of the following structures: (a) a square tube, (b) an L-  
3 channel, (c) a C-channel, and (d) a U-channel.
- 1           3.     The merchandising system of Claim 2 wherein the members  
2 comprise about a one inch square tube of about 11 gauge steel.
- 1           4.     The merchandising system of Claim 3 wherein the members are  
2 coupled to the vertical members so that the grid resists deformation in one or  
3 more directions.
- 1           5.     The merchandising system of Claim 1 wherein the plurality of  
2 vertical members and the plurality of horizontal members are generally  
3 perpendicular to one another when the one or more tray systems are  
4 attached to the grids.

1           6.     The merchandising system of Claim 1 wherein the members  
2     provide support to the grid so that articles may be presented and stored  
3     along generally linear lines.

1           7.     The merchandising system of Claim 1 wherein the grid is  
2     configured to support tray systems of different sizes interchangeably.

1           8.     The merchandising system of Claim 1 further comprising a base  
2     for supporting the grid.

1           9.     The merchandising system of Claim 8 wherein the base  
2     comprises one or more vertical members.

1           10.    The merchandising system of Claim 9 further comprising  
2     brackets for coupling the grid to the one or more vertical members.

1           11.    The merchandising system of Claim 10 wherein the vertical  
2     members comprise apertures for engaging with the brackets.

1           12.    The merchandising system of Claim 1 further comprising a tray  
2     system for presenting and storing articles, wherein the tray system is  
3     coupled to the grid.

1           13.    The merchandising system of Claim 1 wherein the vertical  
2     members have a diameter of about 0.30 to 0.425 inches.

1           14.    The merchandising system of Claim 13 wherein the vertical  
2     members have a diameter of about 0.375 inches.

1           15.    The merchandising system of Claim 1 wherein the horizontal  
2     members have a diameter of about 0.285 to 0.35 inches.

1           16. The merchandising system of Claim 15 wherein the horizontal  
2 members have a diameter of about 0.306 to about 0.312 inches.

1           17. The merchandising system of Claim 1 further comprising a  
2 plurality of grids.

1           18. A merchandising system for supporting tray systems  
2 comprising:  
3                   a support assembly having vertical members and horizontal  
4 members and configured so that the tray systems may be attached at select  
5 locations; and  
6                   at least one member fixedly attached to the support assembly  
7 and configured to resist deformation of the support assembly.

1           19. The merchandising system of Claim 18 wherein the at least one  
2 member is attached to the vertical members.

1           20. The merchandising system of Claim 19 wherein the support  
2 assembly is configured to support the tray systems in a generally linear  
3 orientation.

1           21. The merchandising system of Claim 20 wherein the support  
2 assembly is configured to support tray systems of different sizes  
3 interchangeably.

1           22. The merchandising system of Claim 21 wherein the at least one  
2 member comprises one of the following structures: (a) a square tube, (b) an  
3 L-channel, (c) a C-channel, and (d) a U-channel.

1           23.    The merchandising system of Claim 22 further comprising a  
2   base for supporting the support assembly, the base comprising one or more  
3   vertical elements.

1           24.    The merchandising system of Claim 23 further comprising a  
2   plurality of tray systems coupled to the support assembly.

1           25.    A merchandising system for storing and presenting products on  
2   a shelf or display case comprising:

3                   means for supporting a plurality of tray systems at select  
4   locations; and

5                   means for providing strength and rigidity to the merchandising  
6   system and configured to resist deformation of the means for supporting the  
7   plurality of tray systems.

1           26.    A merchandising system for supporting products comprising:

2                   a plurality of vertically oriented members;

3                   a plurality of horizontally oriented members coupled to the  
4   vertically oriented members in a grid formation; and

5                   frame members coupled to the vertically oriented members such  
6   that the grid formation resists deformation.

1           27.    The merchandising system of Claim 26 wherein the frame  
2   members comprise at least one of the following structures: (a) a square tube,  
3   (b) an L-channel, (c) a C-channel, and (d) a U-channel.

1           28.   A merchandising system for presenting and storing articles  
2 comprising:  
3                   a frame comprising a plurality of generally horizontal members  
4 configured for attachment of a holder; and  
5                   at least one frame member provided to rigidify the plurality of  
6 horizontal members so that the frame is resistant to deformation when the  
7 holder is attached to one or more of the plurality of horizontal members.

1           29.   The merchandising system of Claim 28 wherein the holder is  
2 removable.

1           30.   The merchandising system of Claim 29 wherein the holder is a  
2 tray system.

1           31.   The merchandising system of Claim 28 wherein the frame is  
2 configured for attachment of a holder by way of hooks.

1           32.   The merchandising system of Claim 28 wherein the frame  
2 further comprises a plurality of generally vertical members arranged in a grid  
3 with the plurality of horizontal members.

1           33.   The merchandising system of Claim 28 wherein the plurality of  
2 horizontal members are arranged in a grid.

1           34.   The merchandising system of Claim 33 wherein the plurality of  
2 horizontal members are arranged in a generally planar configuration.